

<i>SERFF Tracking Number:</i>	<i>PRTA-128504381</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Protective Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>VICKIE-37</i>		
<i>TOI:</i>	<i>L09I Individual Life - Flexible Premium</i>	<i>Sub-TOI:</i>	<i>L09I.001 Single Life</i>
	<i>Adjustable Life</i>		
<i>Product Name:</i>	<i>UL-E37 7-12</i>		
<i>Project Name/Number:</i>	<i>UL-E37 7-12 /UL-E37 7-12</i>		

Filing at a Glance

Company: Protective Life Insurance Company

Product Name: UL-E37 7-12

TOI: L09I Individual Life - Flexible Premium

Adjustable Life

Sub-TOI: L09I.001 Single Life

Filing Type: Form

SERFF Tr Num: PRTA-128504381 State: Arkansas

SERFF Status: Closed-Approved-
Closed

Co Tr Num: VICKIE-37

Author: Vickie Jerkins

Date Submitted: 06/22/2012

State Status: Approved-Closed

Reviewer(s): Linda Bird

Disposition Date: 06/28/2012

Disposition Status: Approved-
Closed

Implementation Date Requested: 08/20/2012

Implementation Date:

State Filing Description:

General Information

Project Name: UL-E37 7-12

Project Number: UL-E37 7-12

Requested Filing Mode: Review & Approval

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments: This filing is being submitted to our domiciliary state of Tennessee, concurrently.

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Market Type: Individual

Individual Market Type:

Filing Status Changed: 06/28/2012

State Status Changed: 06/28/2012

Deemer Date:

Submitted By: Vickie Jerkins

Filing Description:

REGARDING: SERFF Filing Submission

Form Number /// Form Title or Description

UL-E37 7-12 /// Lapse Protective Endorsement

UL-E37S 7-12 /// Policy Schedule

Created By: Vickie Jerkins

Corresponding Filing Tracking Number:

This filing is being submitted for your review and approval, as appropriate. This filing does not contain any unusual or possibly controversial items that vary from normal company or industry standards. The intended implementation date for

SERFF Tracking Number: PRTA-128504381 State: Arkansas
Filing Company: Protective Life Insurance Company State Tracking Number:
Company Tracking Number: VICKIE-37
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: UL-E37 7-12
Project Name/Number: UL-E37 7-12 /UL-E37 7-12

this form is August 20, 2012. This filing is being submitted to our domiciliary state of Tennessee, concurrently.

The submitted endorsement is substantially similar to version UL-E36 1-12; Approved on 04/26/2012; Under Tracking Number PRTA-128281167. During the testing and implementation process, it came to our attention that the language in the "Lapse Protection Guarantee" section was vague and could lead to misunderstanding. The new Endorsement form UL-E37 will be for new issue only and will not replace the previous version for cases already issued. It is our intention to implement the UL-E37 and discontinue the UL-E36 once all jurisdictions have approved the revised version.

For your convenience in reviewing, a Red-Line Compare has been provided for the Endorsement and Policy Schedule.

The Endorsement contains lapse protection provisions for plans of insurance offered by the Company. The supplemental Schedule Pages will be programed to print just after those included for the base policy.

Currently, this Endorsement will be offered with Individual Life Policies UL-18-AR 7-12 and UL-19-AR 7-12; Approved on 04/26/2012; Under Tracking Number PRTA-128281200.

The submitted forms are in final print, just, as it will be delivered to contract owners. The company reserves the right at any time to make minor non-material format changes including, but not limited to: paper stock, typeface (but not font size) and page layout that become unavoidably necessary as a result of computer hardware and/or software upgrades and print technology changes. We certify that any necessary format changes will not affect the specific content of the approved forms. The form has achieved compliance with Flesh Ease of Reading Test Score of 52.

If you need further information to complete the review of this filing, I can be contacted via SERFF Notes, email at Vickie.Jerkins@protective.com or tollfree at 1-800-866-3555 ext. 5514.

State Narrative:

Company and Contact

Filing Contact Information

Vickie Jerkins, Senior Policy Contract Filing Analyst
vickie.jerkins@protective.com
2801 Highway 280 South
Birmingham, AL 35223
800-866-3555 [Phone] 5514 [Ext]
205-268-3401 [FAX]

Filing Company Information

Protective Life Insurance Company	CoCode: 68136	State of Domicile: Tennessee
2801 Highway 280	Group Code: 458	Company Type:
Birmingham, AL 35223	Group Name:	State ID Number:

SERFF Tracking Number: PRTA-128504381 State: Arkansas
Filing Company: Protective Life Insurance Company State Tracking Number:
Company Tracking Number: VICKIE-37
TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life
Product Name: UL-E37 7-12
Project Name/Number: UL-E37 7-12 /UL-E37 7-12
(800) 866-3555 ext. [Phone] FEIN Number: 63-0169720

Filing Fees

Fee Required? Yes
Fee Amount: \$100.00
Retaliatory? No
Fee Explanation: \$50.00 per form
Per Company: No

COMPANY	AMOUNT	DATE PROCESSED	TRANSACTION #
Protective Life Insurance Company	\$100.00	06/22/2012	60358180

<i>SERFF Tracking Number:</i>	<i>PRTA-128504381</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Protective Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>VICKIE-37</i>		
<i>TOI:</i>	<i>L09I Individual Life - Flexible Premium</i>	<i>Sub-TOI:</i>	<i>L09I.001 Single Life</i>
	<i>Adjustable Life</i>		
<i>Product Name:</i>	<i>UL-E37 7-12</i>		
<i>Project Name/Number:</i>	<i>UL-E37 7-12 /UL-E37 7-12</i>		

Correspondence Summary

Dispositions

Status	Created By	Created On	Date Submitted
Approved- Closed	Linda Bird	06/28/2012	06/28/2012

<i>SERFF Tracking Number:</i>	<i>PRTA-128504381</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Protective Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>VICKIE-37</i>		
<i>TOI:</i>	<i>L09I Individual Life - Flexible Premium</i>	<i>Sub-TOI:</i>	<i>L09I.001 Single Life</i>
	<i>Adjustable Life</i>		
<i>Product Name:</i>	<i>UL-E37 7-12</i>		
<i>Project Name/Number:</i>	<i>UL-E37 7-12 /UL-E37 7-12</i>		

Disposition

Disposition Date: 06/28/2012

Implementation Date:

Status: Approved-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: PRTA-128504381 State: Arkansas

Filing Company: Protective Life Insurance Company State Tracking Number:

Company Tracking Number: VICKIE-37

TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life
Adjustable Life

Product Name: UL-E37 7-12

Project Name/Number: UL-E37 7-12 /UL-E37 7-12

Schedule	Schedule Item	Schedule Item Status	Public Access
Supporting Document	Flesch Certification		Yes
Supporting Document	Application		Yes
Supporting Document	Health - Actuarial Justification		No
Supporting Document	Outline of Coverage		No
Supporting Document	Red-Line Compare Document		Yes
Supporting Document	Actuarial Memorandum		No
Supporting Document	Statement of Variables		Yes
Form	Lapse Protective Endorsement		Yes
Form	Policy Schedule		Yes

SERFF Tracking Number: PRTA-128504381 State: Arkansas

Filing Company: Protective Life Insurance Company State Tracking Number:

Company Tracking Number: VICKIE-37

TOI: L09I Individual Life - Flexible Premium Sub-TOI: L09I.001 Single Life

Adjustable Life

Product Name: UL-E37 7-12

Project Name/Number: UL-E37 7-12 /UL-E37 7-12

Form Schedule

Lead Form Number: UL-E37 7-12

Schedule Item Status	Form Number	Form Type Form Name	Action	Action Specific Data	Readability	Attachment
	UL-E37 7-12	Policy/Cont Lapse Protective ract/Fratern Endorsement al Certificate: Amendmen t, Insert Page, Endorseme nt or Rider	Revised	Replaced Form #: UL-E36 1-12 Previous Filing #: PRTA-128281167	52.900	UL-E37 7-12.pdf
	UL-E37S 7-12	Schedule Policy Schedule Pages	Revised	Replaced Form #: UL-E36S 1-12 Previous Filing #: PRTA-128281167	0.000	UL-E37S 7-12.pdf

LAPSE PROTECTION ENDORSEMENT

We have issued this endorsement as a part of the Policy to which it is attached to add Lapse Protection provisions to the Policy. All Policy provisions not expressly modified by this endorsement remain in full force and effect.

Lapse Protection Guarantee: The Policy will not lapse as long as:

1. the Accumulated Net Payments Received, less any Policy Debt, is greater than or equal to the Accumulated Minimum Monthly Premiums; and
2. the Policy Debt does not exceed the Cash Value.

Accumulated Net Payments Received ("ANPR"): Accumulated Net Payments Received is calculated as of the last day of the Month. For each Month the ANPR is equal to:

1. the ANPR for the prior Month (\$0 for the first Month of the first Year); plus
2. the sum of all premiums received since the beginning of the Month; plus
3. the Lapse Protection Interest for the Month; less
4. the reduction in Policy Value for any Partial Surrenders taken since the beginning of the Month.

Lapse Protection Interest: Lapse Protection Interest is calculated as:

1. the lesser of the Accumulated Fund Threshold and the sum of 1 plus 2 of the ANPR provision, multiplied by the Threshold Accumulation Factor, shown on the Policy Schedule; plus
2. the amount of 1 plus 2 above in excess of the Accumulated Fund Threshold, multiplied by the Excess Accumulation Factor, shown on the Policy Schedule.

Accumulated Minimum Monthly Premiums ("AMMP"): The Accumulated Minimum Monthly Premiums each Month is equal to:

1. the AMMP as of the prior Month (\$0 for the first Month of the first Year) plus the Minimum Monthly Premium, shown on the Policy Schedule, for the Month; multiplied by
2. one plus the Threshold Accumulation Factor.

Accumulated Fund Threshold: For the first Month of a Year the Accumulated Fund Threshold is equal to:

1. the Accumulated Fund Threshold for the prior Month (\$0 for the first Month of the first Year) multiplied by one plus the Threshold Accumulation Factor; plus
2. the Threshold Premium Amount, shown on the Policy Schedule, for that Year.

For all other Months, the Accumulated Fund Threshold is equal to the Accumulated Fund Threshold for the prior Month multiplied by the Threshold Accumulation Factor.

Termination: This endorsement terminates when the Policy to which it is attached terminates.

Reinstatement: If the Policy to which this endorsement is attached is reinstated according to the applicable Policy provisions, this endorsement will also be reinstated.

Signed for the Company as of the Policy Effective Date.

PROTECTIVE LIFE INSURANCE COMPANY

[*Deborah J. Long*]

[Deborah J. Long]
[Secretary]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)**POLICY NUMBER:** [SPECIMEN]**LAPSE PROTECTION****TABLE OF MINIMUM MONTHLY PREMIUMS**

(The amounts shown below are the Minimum Monthly Premiums for each Month of the Policy Year)

POLICY YEAR	MINIMUM MONTHLY PREMIUM	POLICY YEAR	MINIMUM MONTHLY PREMIUM
1	\$[83.60]	44	\$[11,382.60]
2	[86.00]	45	[12,872.90]
3	[88.50]	46	[14,558.30]
4	[91.10]	47	[16,464.40]
5	[93.70]	48	[18,620.10]
6	[106.00]	49	[21,058.00]
7	[119.90]	50	[23,815.10]
8	[135.60]	51	[26,933.20]
9	[153.40]	52	[30,459.50]
10	[173.50]	53	[34,447.50]
11	[196.20]	54	[38,957.70]
12	[221.90]	55	[44,058.40]
13	[251.00]	56	[44,058.40]
14	[283.90]	57	[44,058.40]
15	[321.10]	58	[44,058.40]
16	[363.10]	59	[44,058.40]
17	[410.60]	60	[44,058.40]
18	[464.40]	61	[44,058.40]
19	[525.20]	62	[44,058.40]
20	[594.00]	63	[44,058.40]
21	[671.80]	64	[44,058.40]
22	[759.80]	65	[44,058.40]
23	[859.30]	66	[44,058.40]
24	[971.80]	67	[44,058.40]
25	[1,099.00]	68	[44,058.40]
26	[1,242.90]	69	[44,058.40]
27	[1,405.60]	70	[44,058.40]
28	[1,589.60]	71	[44,058.40]
29	[1,797.70]	72	[44,058.40]
30	[2,033.10]	73	[44,058.40]
31	[2,299.30]	74	[44,058.40]
32	[2,600.30]	75	[44,058.40]
33	[2,940.80]	76	[46,911.90]
34	[3,325.80]	77	[49,674.50]
35	[3,761.20]	78	[52,371.70]
36	[4,253.70]	79	[54,857.30]
37	[4,810.60]	80	[58,288.00]
38	[5,440.40]	81	[61,508.80]
39	[6,152.70]	82	[64,855.60]
40	[6,958.30]	83	[68,516.30]
41	[7,869.30]	84	[71,924.90]
42	[8,899.60]	85	[75,329.30]
43	[10,064.80]	86	[80,555.00]
		87+	[0.00]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)**POLICY NUMBER:** [SPECIMEN]**LAPSE PROTECTION****TABLE OF ANNUAL THRESHOLD PREMIUMS**

POLICY YEAR	ANNUAL THRESHOLD PREMIUM	POLICY YEAR	ANNUAL THRESHOLD PREMIUM
1	\$(3,359.41)	44	\$(3,359.41)
2	[3,359.41]	45	[3,359.41]
3	[3,359.41]	46	[3,359.41]
4	[3,359.41]	47	[3,359.41]
5	[3,359.41]	48	[3,359.41]
6	[3,359.41]	49	[3,359.41]
7	[3,359.41]	50	[3,359.41]
8	[3,359.41]	51	[3,359.41]
9	[3,359.41]	52	[3,359.41]
10	[3,359.41]	53	[3,359.41]
11	[3,359.41]	54	[3,359.41]
12	[3,359.41]	55	[3,359.41]
13	[3,359.41]	56	[3,359.41]
14	[3,359.41]	57	[3,359.41]
15	[3,359.41]	58	[3,359.41]
16	[3,359.41]	59	[3,359.41]
17	[3,359.41]	60	[3,359.41]
18	[3,359.41]	61	[3,359.41]
19	[3,359.41]	62	[3,359.41]
20	[3,359.41]	63	[3,359.41]
21	[3,359.41]	64	[3,359.41]
22	[3,359.41]	65	[3,359.41]
23	[3,359.41]	66	[3,359.41]
24	[3,359.41]	67	[3,359.41]
25	[3,359.41]	68	[3,359.41]
26	[3,359.41]	69	[3,359.41]
27	[3,359.41]	70	[3,359.41]
28	[3,359.41]	71	[3,359.41]
29	[3,359.41]	72	[3,359.41]
30	[3,359.41]	73	[3,359.41]
31	[3,359.41]	74	[3,359.41]
32	[3,359.41]	75	[3,359.41]
33	[3,359.41]	76	[3,359.41]
34	[3,359.41]	77	[3,359.41]
35	[3,359.41]	78	[3,359.41]
36	[3,359.41]	79	[3,359.41]
37	[3,359.41]	80	[3,359.41]
38	[3,359.41]	81	[3,359.41]
39	[3,359.41]	82	[3,359.41]
40	[3,359.41]	83	[3,359.41]
41	[3,359.41]	84	[3,359.41]
42	[3,359.41]	85	[3,359.41]
43	[3,359.41]	86	[3,359.41]
		87+	[0.00]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)

POLICY NUMBER: [SPECIMEN]

LAPSE PROTECTION

TABLE OF MONTHLY ACCUMULATION FACTORS

Threshold Accumulation Factor ("TAF") and Excess Accumulation Factor ("EAF")

POLICY YEAR	TAF	EAF	POLICY YEAR	TAF	EAF
1	[1.1714920]%	[0.3316690]%	44	[1.1714920]%	[0.3316690]%
2	[1.1714920]%	[0.3316690]%	45	[1.1714920]%	[0.3316690]%
3	[1.1714920]%	[0.3316690]%	46	[1.1714920]%	[0.3316690]%
4	[1.1714920]%	[0.3316690]%	47	[1.1714920]%	[0.3316690]%
5	[1.1714920]%	[0.3316690]%	48	[1.1714920]%	[0.3316690]%
6	[1.1714920]%	[0.3316690]%	49	[1.1714920]%	[0.3316690]%
7	[1.1714920]%	[0.3316690]%	50	[1.1714920]%	[0.3316690]%
8	[1.1714920]%	[0.3316690]%	51	[1.1714920]%	[0.3316690]%
9	[1.1714920]%	[0.3316690]%	52	[1.1714920]%	[0.3316690]%
10	[1.1714920]%	[0.3316690]%	53	[1.1714920]%	[0.3316690]%
11	[1.1714920]%	[0.3316690]%	54	[1.1714920]%	[0.3316690]%
12	[1.1714920]%	[0.3316690]%	55	[1.1714920]%	[0.3316690]%
13	[1.1714920]%	[0.3316690]%	56	[1.1714920]%	[0.3316690]%
14	[1.1714920]%	[0.3316690]%	57	[1.1714920]%	[0.3316690]%
15	[1.1714920]%	[0.3316690]%	58	[1.1714920]%	[0.3316690]%
16	[1.1714920]%	[0.3316690]%	59	[1.1714920]%	[0.3316690]%
17	[1.1714920]%	[0.3316690]%	60	[1.1714920]%	[0.3316690]%
18	[1.1714920]%	[0.3316690]%	61	[1.1714920]%	[0.3316690]%
19	[1.1714920]%	[0.3316690]%	62	[1.1714920]%	[0.3316690]%
20	[1.1714920]%	[0.3316690]%	63	[1.1714920]%	[0.3316690]%
21	[1.1714920]%	[0.3316690]%	64	[1.1714920]%	[0.3316690]%
22	[1.1714920]%	[0.3316690]%	65	[1.1714920]%	[0.3316690]%
23	[1.1714920]%	[0.3316690]%	66	[1.1714920]%	[0.3316690]%
24	[1.1714920]%	[0.3316690]%	67	[1.1714920]%	[0.3316690]%
25	[1.1714920]%	[0.3316690]%	68	[1.1714920]%	[0.3316690]%
26	[1.1714920]%	[0.3316690]%	69	[1.1714920]%	[0.3316690]%
27	[1.1714920]%	[0.3316690]%	70	[1.1714920]%	[0.3316690]%
28	[1.1714920]%	[0.3316690]%	71	[1.1714920]%	[0.3316690]%
29	[1.1714920]%	[0.3316690]%	72	[1.1714920]%	[0.3316690]%
30	[1.1714920]%	[0.3316690]%	73	[1.1714920]%	[0.3316690]%
31	[1.1714920]%	[0.3316690]%	74	[1.1714920]%	[0.3316690]%
32	[1.1714920]%	[0.3316690]%	75	[1.1714920]%	[0.3316690]%
33	[1.1714920]%	[0.3316690]%	76	[1.1714920]%	[0.3316690]%
34	[1.1714920]%	[0.3316690]%	77	[1.1714920]%	[0.3316690]%
35	[1.1714920]%	[0.3316690]%	78	[1.1714920]%	[0.3316690]%
36	[1.1714920]%	[0.3316690]%	79	[1.1714920]%	[0.3316690]%
37	[1.1714920]%	[0.3316690]%	80	[1.1714920]%	[0.3316690]%
38	[1.1714920]%	[0.3316690]%	81	[1.1714920]%	[0.3316690]%
39	[1.1714920]%	[0.3316690]%	82	[1.1714920]%	[0.3316690]%
40	[1.1714920]%	[0.3316690]%	83	[1.1714920]%	[0.3316690]%
41	[1.1714920]%	[0.3316690]%	84	[1.1714920]%	[0.3316690]%
42	[1.1714920]%	[0.3316690]%	85	[1.1714920]%	[0.3316690]%
43	[1.1714920]%	[0.3316690]%	86	[1.1714920]%	[0.3316690]%
			87+	[0.00]%	[0.00]%

<i>SERFF Tracking Number:</i>	<i>PRTA-128504381</i>	<i>State:</i>	<i>Arkansas</i>
<i>Filing Company:</i>	<i>Protective Life Insurance Company</i>	<i>State Tracking Number:</i>	
<i>Company Tracking Number:</i>	<i>VICKIE-37</i>		
<i>TOI:</i>	<i>L09I Individual Life - Flexible Premium</i>	<i>Sub-TOI:</i>	<i>L09I.001 Single Life</i>
	<i>Adjustable Life</i>		
<i>Product Name:</i>	<i>UL-E37 7-12</i>		
<i>Project Name/Number:</i>	<i>UL-E37 7-12 /UL-E37 7-12</i>		

Supporting Document Schedules

	Item Status:	Status Date:
Satisfied - Item:	Flesch Certification	
Comments:		
The form has achieved compliance with Flesh Ease of Reading Test Score of 52.		
The submitted forms are in final print, just, as it will be delivered to contract owners. The company reserves the right at any time to make minor non-material format changes including, but not limited to: paper stock, typeface (but not font size) and page layout that become unavoidably necessary as a result of computer hardware and/or software upgrades and print technology changes. We certify that any necessary format changes will not affect the specific content of the approved forms.		

Attachments:
Readability Certification.pdf
AR Certification.pdf

	Item Status:	Status Date:
Satisfied - Item:	Application	
Comments:		
The application that is currently planned for use in applying for this product is:		
PLB-300-AR 2/11; Approved 03/15/2011; Tracking SERFF PRTA-127061881, State 48219		

	Item Status:	Status Date:
Bypassed - Item:	Health - Actuarial Justification	
Bypass Reason:	Not applicable to this Individual LIFE Endorsement filing.	
Comments:		

	Item Status:	Status Date:
Bypassed - Item:	Outline of Coverage	
Bypass Reason:	Not applicable to this Individual LIFE Endorsement filing.	
Comments:		

SERFF Tracking Number:	PRTA-128504381	State:	Arkansas
Filing Company:	Protective Life Insurance Company	State Tracking Number:	
Company Tracking Number:	VICKIE-37		
TOI:	L09I Individual Life - Flexible Premium	Sub-TOI:	L09I.001 Single Life
	Adjustable Life		
Product Name:	UL-E37 7-12		
Project Name/Number:	UL-E37 7-12 /UL-E37 7-12		

Item Status:

Status

Date:

Satisfied - Item: Red-Line Compare Document

Comments:

For your convenience in reviewing, a Red-Line Compare has been provided for the Endorsement and Policy Schedule.

Attachments:

Compare ULE36 vs 37.pdf

Compare ULE36S vs 37S.pdf

Compare ACT Memo ULE36 vs 37.pdf

Item Status:

Status

Date:

Satisfied - Item: Actuarial Memorandum

Comments:

Attachment:

Actuarial Memorandum ULE37.pdf

Item Status:

Status

Date:

Satisfied - Item: Statement of Variables

Comments:

Attachment:

Statement of Variables UL-E37.pdf

Protective Life Insurance Company
Post Office Box 2606
Birmingham, Alabama 35282-9887



NAIC 458-68136
FEIN 63-0169720

READABILITY CERTIFICATION

Regarding:	Form Number	Form Title
	UL-E37 7-12	Lapse Protection Endorsement
	UL-E37S 7-12	Policy Schedule

This is to certify that the enclosed forms (and the corresponding state specific variations) have been created using fonts of 10 point or greater and have achieved compliance with the requirements for the FLESCH Ease of Reading Test, with a score of 52.9.

A handwritten signature in cursive script that reads "Keith Kirkley".

Keith Kirkley, J.D., MBA
2ND Vice President, Compliance Officer
Life and Annuity Division
Protective Life Insurance Company

June 21, 2012

PROTECTIVE LIFE INSURANCE COMPANY BIRMINGHAM, ALABAMA

CERTIFICATION OF COMPLIANCE

Arkansas

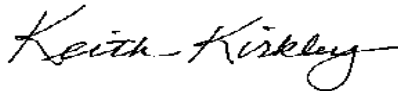
FORM(S): **UL-E37 7-12 & UL-E37S 7-12**

This is to certify that the Company is in compliance with Arkansas Insurance Department regarding:

Rule and Regulation 19 requirements of Unfair Sex Discrimination in the Sale of Insurance;

Rule and Regulation 49 requirements for Guaranty Association Notice;

Code Ann. 23-79-138 requirements for Consumer Notice.



Keith Kirkley, J.D., MBA
2ND Vice President, Compliance Officer
Life and Annuity Division
Protective Life Insurance Company
June 21, 2012

LAPSE PROTECTION ENDORSEMENT

We have issued this endorsement as a part of the Policy to which it is attached to add Lapse Protection provisions to the Policy. All Policy provisions not expressly modified by this endorsement remain in full force and effect.

Lapse Protection Guarantee: The Policy will not lapse as long as—
1. the Accumulated Net Payments Received, less any Policy Debt, is greater than or equal to the Accumulated Minimum Monthly Premiums; and
2. the Policy Debt does not exceed the Cash Value.

Accumulated Net Payments Received ("ANPR"): Accumulated Net Payments Received is calculated as of the last day of the Month. For each Month the ANPR is equal to:

1. the ANPR for the prior Month (\$0 for the first Month of the first Year); plus
2. the sum of all premiums received since the beginning of the Month; plus
3. the Lapse Protection Interest for the Month; less
4. the reduction in Policy Value for any Partial Surrenders taken since the beginning of the Month.

Lapse Protection Interest: Lapse Protection Interest is calculated as:

1. the lesser of the Accumulated Fund Threshold and the sum of 1 plus 2 of the ANPR provision, multiplied by the Threshold Accumulation Factor, shown on the Policy Schedule; plus
2. the amount of 1 plus 2 above in excess of the Accumulated Fund Threshold, multiplied by the Excess Accumulation Factor, shown on the Policy Schedule.

Accumulated Minimum Monthly Premiums ("AMMP"): The Accumulated Minimum Monthly Premiums each Month is equal to:

1. the AMMP as of the prior Month (\$0 for the first Month of the first Year) plus the Minimum Monthly Premium, shown on the Policy Schedule, for the Month; multiplied by
2. one plus the Threshold Accumulation Factor.

Accumulated Fund Threshold: For the first Month of a Year the Accumulated Fund Threshold is equal to:

1. the Accumulated Fund Threshold for the prior Month (\$0 for the first Month of the first Year) multiplied by one plus the Threshold Accumulation Factor; plus
2. the Threshold Premium Amount, shown on the Policy Schedule, for that Year.

For all other Months, the Accumulated Fund Threshold is equal to the Accumulated Fund Threshold for the prior Month multiplied by the Threshold Accumulation Factor.

Termination: This endorsement terminates when the Policy to which it is attached terminates.

Formatted: Numbered + Level: 1 +
Numbering Style: 1, 2, 3, ... + Start at: 1 +
Alignment: Left + Aligned at: 0.25" + Indent
at: 0.5"

Reinstatement: If the Policy to which this endorsement is attached is reinstated according to the applicable Policy provisions, this endorsement will also be reinstated.

Signed for the Company as of the Policy Effective Date.

PROTECTIVE LIFE INSURANCE COMPANY

[*Deborah J. Long*]

[Deborah J. Long]
[Secretary]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)**POLICY NUMBER:** [SPECIMEN]**LAPSE PROTECTION****TABLE OF MINIMUM MONTHLY PREMIUMS**

(The amounts shown below are the Minimum Monthly Premiums for each Month of the Policy Year)

POLICY YEAR	MINIMUM MONTHLY PREMIUM	POLICY YEAR	MINIMUM MONTHLY PREMIUM
1	\$[83.60]	44	\$[11,382.60]
2	[86.00]	45	[12,872.90]
3	[88.50]	46	[14,558.30]
4	[91.10]	47	[16,464.40]
5	[93.70]	48	[18,620.10]
6	[106.00]	49	[21,058.00]
7	[119.90]	50	[23,815.10]
8	[135.60]	51	[26,933.20]
9	[153.40]	52	[30,459.50]
10	[173.50]	53	[34,447.50]
11	[196.20]	54	[38,957.70]
12	[221.90]	55	[44,058.40]
13	[251.00]	56	[44,058.40]
14	[283.90]	57	[44,058.40]
15	[321.10]	58	[44,058.40]
16	[363.10]	59	[44,058.40]
17	[410.60]	60	[44,058.40]
18	[464.40]	61	[44,058.40]
19	[525.20]	62	[44,058.40]
20	[594.00]	63	[44,058.40]
21	[671.80]	64	[44,058.40]
22	[759.80]	65	[44,058.40]
23	[859.30]	66	[44,058.40]
24	[971.80]	67	[44,058.40]
25	[1,099.00]	68	[44,058.40]
26	[1,242.90]	69	[44,058.40]
27	[1,405.60]	70	[44,058.40]
28	[1,589.60]	71	[44,058.40]
29	[1,797.70]	72	[44,058.40]
30	[2,033.10]	73	[44,058.40]
31	[2,299.30]	74	[44,058.40]
32	[2,600.30]	75	[44,058.40]
33	[2,940.80]	76	[46,911.90]
34	[3,325.80]	77	[49,674.50]
35	[3,761.20]	78	[52,371.70]
36	[4,253.70]	79	[54,857.30]
37	[4,810.60]	80	[58,288.00]
38	[5,440.40]	81	[61,508.80]
39	[6,152.70]	82	[64,855.60]
40	[6,958.30]	83	[68,516.30]
41	[7,869.30]	84	[71,924.90]
42	[8,899.60]	85	[75,329.30]
43	[10,064.80]	86	[80,555.00]
		87+	[0.00]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)

POLICY NUMBER: [SPECIMEN]

LAPSE PROTECTION

TABLE OF ANNUAL THRESHOLD PREMIUMS

POLICY YEAR	ANNUAL THRESHOLD PREMIUM	POLICY YEAR	ANNUAL THRESHOLD PREMIUM
1	\$(3,359.41)	44	\$(3,359.41)
2	[3,359.41]	45	[3,359.41]
3	[3,359.41]	46	[3,359.41]
4	[3,359.41]	47	[3,359.41]
5	[3,359.41]	48	[3,359.41]
6	[3,359.41]	49	[3,359.41]
7	[3,359.41]	50	[3,359.41]
8	[3,359.41]	51	[3,359.41]
9	[3,359.41]	52	[3,359.41]
10	[3,359.41]	53	[3,359.41]
11	[3,359.41]	54	[3,359.41]
12	[3,359.41]	55	[3,359.41]
13	[3,359.41]	56	[3,359.41]
14	[3,359.41]	57	[3,359.41]
15	[3,359.41]	58	[3,359.41]
16	[3,359.41]	59	[3,359.41]
17	[3,359.41]	60	[3,359.41]
18	[3,359.41]	61	[3,359.41]
19	[3,359.41]	62	[3,359.41]
20	[3,359.41]	63	[3,359.41]
21	[3,359.41]	64	[3,359.41]
22	[3,359.41]	65	[3,359.41]
23	[3,359.41]	66	[3,359.41]
24	[3,359.41]	67	[3,359.41]
25	[3,359.41]	68	[3,359.41]
26	[3,359.41]	69	[3,359.41]
27	[3,359.41]	70	[3,359.41]
28	[3,359.41]	71	[3,359.41]
29	[3,359.41]	72	[3,359.41]
30	[3,359.41]	73	[3,359.41]
31	[3,359.41]	74	[3,359.41]
32	[3,359.41]	75	[3,359.41]
33	[3,359.41]	76	[3,359.41]
34	[3,359.41]	77	[3,359.41]
35	[3,359.41]	78	[3,359.41]
36	[3,359.41]	79	[3,359.41]
37	[3,359.41]	80	[3,359.41]
38	[3,359.41]	81	[3,359.41]
39	[3,359.41]	82	[3,359.41]
40	[3,359.41]	83	[3,359.41]
41	[3,359.41]	84	[3,359.41]
42	[3,359.41]	85	[3,359.41]
43	[3,359.41]	86	[3,359.41]
		87+	[0.00]

POLICY SCHEDULE – RATES, CHARGES, AND TABLES (continued)

POLICY NUMBER: [SPECIMEN]

LAPSE PROTECTION

TABLE OF MONTHLY ACCUMULATION FACTORS

Threshold Accumulation Factor ("TAF") and Excess Accumulation Factor ("EAF")

POLICY YEAR	TAF	EAF	POLICY YEAR	TAF	EAF
1	[1.1714920]%	[0.3316690]%	44	[1.1714920]%	[0.3316690]%
2	[1.1714920]%	[0.3316690]%	45	[1.1714920]%	[0.3316690]%
3	[1.1714920]%	[0.3316690]%	46	[1.1714920]%	[0.3316690]%
4	[1.1714920]%	[0.3316690]%	47	[1.1714920]%	[0.3316690]%
5	[1.1714920]%	[0.3316690]%	48	[1.1714920]%	[0.3316690]%
6	[1.1714920]%	[0.3316690]%	49	[1.1714920]%	[0.3316690]%
7	[1.1714920]%	[0.3316690]%	50	[1.1714920]%	[0.3316690]%
8	[1.1714920]%	[0.3316690]%	51	[1.1714920]%	[0.3316690]%
9	[1.1714920]%	[0.3316690]%	52	[1.1714920]%	[0.3316690]%
10	[1.1714920]%	[0.3316690]%	53	[1.1714920]%	[0.3316690]%
11	[1.1714920]%	[0.3316690]%	54	[1.1714920]%	[0.3316690]%
12	[1.1714920]%	[0.3316690]%	55	[1.1714920]%	[0.3316690]%
13	[1.1714920]%	[0.3316690]%	56	[1.1714920]%	[0.3316690]%
14	[1.1714920]%	[0.3316690]%	57	[1.1714920]%	[0.3316690]%
15	[1.1714920]%	[0.3316690]%	58	[1.1714920]%	[0.3316690]%
16	[1.1714920]%	[0.3316690]%	59	[1.1714920]%	[0.3316690]%
17	[1.1714920]%	[0.3316690]%	60	[1.1714920]%	[0.3316690]%
18	[1.1714920]%	[0.3316690]%	61	[1.1714920]%	[0.3316690]%
19	[1.1714920]%	[0.3316690]%	62	[1.1714920]%	[0.3316690]%
20	[1.1714920]%	[0.3316690]%	63	[1.1714920]%	[0.3316690]%
21	[1.1714920]%	[0.3316690]%	64	[1.1714920]%	[0.3316690]%
22	[1.1714920]%	[0.3316690]%	65	[1.1714920]%	[0.3316690]%
23	[1.1714920]%	[0.3316690]%	66	[1.1714920]%	[0.3316690]%
24	[1.1714920]%	[0.3316690]%	67	[1.1714920]%	[0.3316690]%
25	[1.1714920]%	[0.3316690]%	68	[1.1714920]%	[0.3316690]%
26	[1.1714920]%	[0.3316690]%	69	[1.1714920]%	[0.3316690]%
27	[1.1714920]%	[0.3316690]%	70	[1.1714920]%	[0.3316690]%
28	[1.1714920]%	[0.3316690]%	71	[1.1714920]%	[0.3316690]%
29	[1.1714920]%	[0.3316690]%	72	[1.1714920]%	[0.3316690]%
30	[1.1714920]%	[0.3316690]%	73	[1.1714920]%	[0.3316690]%
31	[1.1714920]%	[0.3316690]%	74	[1.1714920]%	[0.3316690]%
32	[1.1714920]%	[0.3316690]%	75	[1.1714920]%	[0.3316690]%
33	[1.1714920]%	[0.3316690]%	76	[1.1714920]%	[0.3316690]%
34	[1.1714920]%	[0.3316690]%	77	[1.1714920]%	[0.3316690]%
35	[1.1714920]%	[0.3316690]%	78	[1.1714920]%	[0.3316690]%
36	[1.1714920]%	[0.3316690]%	79	[1.1714920]%	[0.3316690]%
37	[1.1714920]%	[0.3316690]%	80	[1.1714920]%	[0.3316690]%
38	[1.1714920]%	[0.3316690]%	81	[1.1714920]%	[0.3316690]%
39	[1.1714920]%	[0.3316690]%	82	[1.1714920]%	[0.3316690]%
40	[1.1714920]%	[0.3316690]%	83	[1.1714920]%	[0.3316690]%
41	[1.1714920]%	[0.3316690]%	84	[1.1714920]%	[0.3316690]%
42	[1.1714920]%	[0.3316690]%	85	[1.1714920]%	[0.3316690]%
43	[1.1714920]%	[0.3316690]%	86	[1.1714920]%	[0.3316690]%
			87+	[0.00]%	[0.00]%

PROTECTIVE LIFE INSURANCE COMPANY

Actuarial Memorandum

Lapse Protection

Endorsement Form UL-~~E36-1~~E37 7-12
Schedule Pages UL-~~E36S-1~~E37S 7-12

I. DESCRIPTION OF LAPSE PROTECTION CHARACTERISTICS

Lapse Protection

The policy will not lapse due to insufficient funds as long as the requirements of the lapse protection guarantee are satisfied. The lapse protection requirements are satisfied if the accumulation of total premiums paid, adjusted for partial cash surrenders and policy loans, equals or exceeds the accumulation of minimum monthly required premiums.

All rates used to determine the accumulated values in the lapse protection guarantee test are fixed and guaranteed for the life of the policy. The accumulated values calculated in the lapse protection guarantee test are used solely for the purpose of determining the lapse protection. They are not used to determine any actual policy value accessible to the policyholder.

II. BASIS OF VALUES

The lapse protection feature does not have any actual value accessible to the policyholder; nor does it alter or modify any policy value.

III. STATUTORY RESERVES

The Lapse Protection is viewed as a secondary guarantee and the reserve on the policy is subject to the Valuation of Life Insurance Policies Model Regulation (“XXX”) as adopted by the NAIC in March, 1999 and Actuarial Guideline 38 (8C) effective January 1, 2007.

For purposes of applying Sections 7B and 7C of the Model, the mortality basis is the 2001 CSO Sex Distinct, Smoker Distinct, Age Nearest Birthday, Select and Ultimate Mortality Tables, and the interest basis is currently 4.00%. For deficiency reserves, x-factors are applied. AG38 (8C) lapse rates are used as well.

For purposes of determining reserves under AG38, the secondary guarantee period is always assumed to be whole life. The reserve for the secondary guarantee is calculated as follows:

Step 1

The minimum gross premiums (determined at issue) that will satisfy the secondary guarantee requirement are the specified Minimum Monthly Premiums.

Step 2

For purposes of applying Sections 7B and 7C of the Model, the “specified premiums” are the minimum gross premiums derived in “Step 1.”

Step 3

A determination should be made of the amount of actual premium payments in excess of the minimum gross premiums. For form UL-E36, this is the amount of the accumulated paid premiums in excess of the accumulated Minimum Monthly Premiums as of the valuation date.

Step 4

To determine the pre-funding ratio, the amount of the cumulative premiums paid in excess of the accumulated Minimum Monthly Premiums that would pay up the no lapse guarantee is determined. This amount is divided by 0.93. The result from “Step 3” is divided by this number, with the resulting ratio capped at 1.

Step 5

The net single premium on the valuation date for the coverage provided by the secondary guarantee, for the remainder of the secondary guarantee period, is calculated using the valuation table and select factors authorized in Section 5A of the Model.

For form UL-E36, the net single premium mortality basis is the 2001 CSO Sex Distinct, Smoker Distinct, Age Nearest Birthday, Select and Ultimate Mortality Tables, with the current interest basis of 4.00%. AG38 (8C) lapse rates are used as well.

Step 6

The “net amount of additional premiums” is determined by multiplying the ratio from “Step 4” by the difference between the net single premium from “Step 5” and the basic and deficiency reserve, if any, computed in “Step 2.”

Step 7

A “reduced deficiency reserve” is computed by multiplying the deficiency reserve, if any, by the one minus the ratio from “Step 4,” but not less than zero. This “reduced deficiency reserve” is the deficiency reserve to be used for purposes of Section 7D(1).

Step 8

The actual reserve used for purposes of Section 7D(1) is the lesser of: (1) the net single premium from “Step 5,” and (2) the amount of the excess from “Step 6” plus the basic reserve and the deficiency reserve, if any, computed in “Step 2.”

This amount is reduced by the applicable policy surrender charges. If the resulting amount is less than the sum of the basic and deficiency reserve from Step 2, then the basic and deficiency reserves to be used for the purposes of Section 7D(1) are those calculated in Step 2.

Step 9

An “increased basic reserve” is computed by subtracting the “reduced deficiency reserve” in “Step 7” from the reserve computed in “Step 8.” This “increased basic reserve” is the basic reserve to be used for purposes of Section 7D(1).



David C. Martin, FSA, MAAA
Vice President & UL Pricing Lead

April 4, 2012

Statement of Variability
Lapse Protection Endorsement – Form UL-E37 7-12
Policy Schedule – Rates, Charges, and Tables – Form UL-E37S 7-12

General Variables

1. Specimen data provided are for male/female, age 35/35, Non-tobacco/Non-tobacco with a \$1,000,000 face amount. Data and table entries that are dependent upon gender, age, rate class, premium pattern, interest rates, etc., are determinable and will populate the appropriate data fields at policy issue.
2. Supplemental Schedule page numbering and page breaks may vary due to the length of table entries. Due to format variations in data used to generate table entries, contiguous policy years with the same entry may be displayed either as separate table entries or as a single banded table entry (e.g. ten entries, one for each of policy years 1, 2, 3, 4, 5, 6, 7, 8, 9, and 10, vs. one entry for policy years "1-10").
3. No variables will change with respect to in-force policies without notification, appropriate regulatory approvals, and (where required) consent of the contract holder, owner or participant.

Specific Variables

ENDORSEMENT

Company Address and Phone Number: Will only be changed to accurately disclose the company's correct mailing address and phone number.

Company State of Domicile: Will only be changed to accurately disclose the company's state of domicile. This change would not be made until any required notifications or regulatory filings are completed.

Company Officer Name, Title, and Signature: Will only be changed to accurately disclose the company's officers. This change would not be made until any required notifications or regulatory filings are completed.

SUPPLEMENTAL SCHEDULE PAGES

Table of Minimum Monthly Premiums: Based on Ages, Genders and Rate Classes, and may differ by duration

Table of Annual Threshold Premium: Based on Ages, Genders and Rate Classes, and may differ by duration

Table of Monthly Accumulation Factors: Based on Ages, Genders and Rate Classes, and may differ by duration

CERTIFICATION

I certify that the information contained in this Statement of Variability is true and correct to the best of my knowledge and belief, and that I am duly authorized by the company to make this certification.

Signed for the Company by:



Keith Kirkley, J.D. MBA
2nd Vice President, Compliance Officer
Protective Life Insurance Company

June 21, 2012